

AVIATION DEPARTMENT PROMOTIONAL FUND

RECOMMENDED EXPENDITURES

Fiscal Year 2006-07

The Budget Ordinance also includes recommendations for Aviation Department Promotional Fund expenditures totaling \$159,000. As the date of the approved events/program approaches, the Aviation Department will obtain the documentation required by A.O.7-32 from each entity for review by the Aviation Department and the County Attorney's Office prior to disbursement of funds, and in accordance to the following recommendations.

1. **The International Trade Consortium (ITC)**
Event title: Trade Missions
Amount recommended: \$ 0

The purpose of the ITC is to coordinate trade missions, to publish an international calendar of events, and to develop a strategic plan for the Trade Mission Center.

2. **Custom/Trade/Finance Symposium**
Event title: Eight Symposiums of the Americas
Amount recommended: \$ 5,000

The Symposium provides an annual forum for the nation's leading customs officials and business trade executives to learn the latest advances in trade talks, and transportation. It presents a forum to exchange views on how to develop strategies to enhance the growth of international trade, and automation and modernization of customs procedures for the efficient movement of goods and passengers through Miami International Airport.

3. **USAfrica Air Transportation Summit**
Event title: Air Service Development
Amount recommended: \$ 25,000

The Miami-Dade Aviation Department will promote new air service and trade between MIA and Africa. The Summit strives to identify barriers that stand in the way of increased passenger and cargo trade between both continents.

4. **Airport Minority Advisory Council**
Event title: Annual Sponsorship
Amount recommended: \$ 5,000

The Airport Minority Advisory Council (AMAC) promotes the full participation of minority women-owned business in airport contracts, and promotes the employment of minorities and women in the airport industry. This organization has over 600 members, including minority and women businessowners, airport operators, corporate CEOs, government officials, and other aviation entities.

5. **Miami-Dade County Days**
Event title: 2005 Dade Days in Tallahassee
Amount recommended: \$ 5,000

Miami-Dade Days provides a unique opportunity for participants, including local officials and community leaders to discuss legislative priorities with state legislators in an informal setting.

6. **Airport Council International**
Event title: Conference
Amount recommended: \$ 10,000

The Miami-Dade Aviation Department will co-host numerous conferences with Airport Council International during this fiscal year. The conferences will enable Miami International Airport to promote itself to a large number of airports.

7. **Miami-Dade County Aviation Department**
Event Title: Security and Safety Meeting
Amount recommended: \$ 2,000

Meetings conducted by the Miami-Dade Aviation Department to promote safety and security among union workers.

8. **Miami-Dade County Aviation Department**
Event title: Miami Gallery Exhibition Program
Amount recommended: \$ 0

This program promotes art and cultural exhibitions to enhance the customer experience at MIA.

9. **Miami-Dade County Aviation Department/Miami-Dade County**
Event title: MDTV Promotional Spot Program (MOU)

Amount recommended: \$ 50,000

For services rendered by Miami-Dade TV Promotional Spots Program to promote Miami International Airport and the Department's five General Aviation Airports.

- 10. Capital Improvement Program Events**
Event title: New MIA projects/inaugurations
Amount recommended: \$ 15,000

Ongoing CIP projects at Miami International Airport such as; MIA Mover North Terminal Program, MD-AAAB and South Terminal grand opening.

- 11. Miami-Dade County Aviation Department**
Even title: Media Day
Amount recommended: \$ 2,000

This is a special event conducted by the Miami-Dade County Aviation Department to gather all the local media to explain the development of the Capital Improvement Program and how they can assist in reaching out to residents when utilizing Miami International Airport.

- 12. Caribbean Central American Action Conference**
Event title: The Miami Conference in the Caribbean
Amount recommended: \$ 5,000

This conference is held every year in Miami and provides a forum for deliberation on diverse policies and business issues in the countries of the Caribbean basin. CLAA is focusing on the vote from CARICOM member-countries to name Miami as the location for the Permanent FTAA Secretariat. Miami International Airport has strong interests in securing the Secretariat in Miami to maintain its position as the US air service gateway to Latin America and the Caribbean.

- 13. Miami-Dade County Aviation Department**
Event title: Inaugural for new airlines
Amount recommended: \$ 2,500

The Aviation Department will co-host inaugural ceremonies for new airlines servicing MIA with the respective airline.

14. **Free Trade Area of the Americas (FTAA)**
Event title: Caribbean Symposium
Amount recommended: \$ 5,000

The FTAA Caribbean Symposium will promote Miami-Dade County as the viable candidate for the future Headquarters.

15. **Miami-Dade County Aviation Department**
Event title: Annual MDAD Health and Safety Fair
Amount recommended: \$ 0

This event is for the Miami-Dade Aviation Department to promote safety and awareness for employees, property and business partners.

16. **AAAE Conference**
Event Title: Customer Service & Volunteer Educational Conference
Amount recommended: \$ 2,500

This is an educational program for Customer Service and the Volunteer Program at airports. This conference will be held in Miami, Florida in 2007.

17. **MDAD - Office of Governmental Affairs**
Event Title: Florida Airport Council
Amount recommended: \$ 2,000

The Office of Governmental Affairs, in representing Miami International Airport, will co-sponsor the State Legislative Summit in February 7-9, 2006 and the Washington Summit in March 1-2, 2006. Funding is requested at \$1,000 for each event.

18. **Miami-Dade County Aviation Department**
Event Title: Community Outreach Programs
Amount recommended: \$ 20,000

The Miami-Dade County Aviation Department, in accordance with FAA guidelines and the use of airport revenue to support community activities, is authorized to utilize airport revenue in support of community activities as long as such expenditures are directly and substantially related to the operations of the Miami International Airport and Miami-Dade County Aviation Department's five General Aviation airports. These expenditures will be documented and be subject to review on a case-by-case basis to insure compliance with FAA policies and procedures.

19. **Miami-Dade County Aviation Department**
Event Title: Air Cargo Americas
Amount recommended: \$ 0 (Hold for FY 2007-08)

This conference is held every other year and promotes the movement of trade between Miami and the world.

- 20. Miami-Dade County Aviation Department
Event: International Protocol & Diplomacy Conference
Amount: \$3,000**

The mission of this conference is to provide the highest level of collective expertise and training, accurate information, and appropriate advice regarding international accepted rules and procedures of protocol.

In summary, these events will provide Miami-Dade County's Aviation Department an excellent opportunity to showcase and promote Miami International Airport and its General Aviation airports. All promotional funds recipients will be required to comply with the requirements of Administrative Order 7-32 governing the expenditure of Miami-Dade County Aviation Department promotional funds, and with the Federal Aviation Administration's guidelines.